

Automotive events

As a development partner to the automotive industry worldwide, we also support our clients in their marketing activities.



We are your perfect partner when it comes to designing and executing all types of automotive events:

- Product training
- Product launches
- Top management and VIP meetings
- Clinics
- Incentives
- Driving & engineering courses

Facilities

Our proving ground and laboratory complex is recognized as the best independent test facility in Europe. Its proximity to Barcelona guarantees easy access and favorable weather conditions all year round.

- Proving ground: 11 test tracks, petrol station, car wash area and 36 fully-equipped and confidential workshops
- Laboratories: Passive safety, active safety, NVH, durability, powertrain
- Different-sized meeting rooms

Services

Proving ground usage management:

- Expert drivers
- Mechanical support
- Reference car rental
- Car spare parts supply

Event logistics:

- Accommodation
- Locations (search & pre-selection according to your needs)



Contact: idiada@idiada.com

- Catering co-ordination
- Transfers, hostesses and support services
- Gifts and promotional items supply